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(54) Title: INTERNET PURCHASING AND ORDER FULFILLMENT SYSTEM
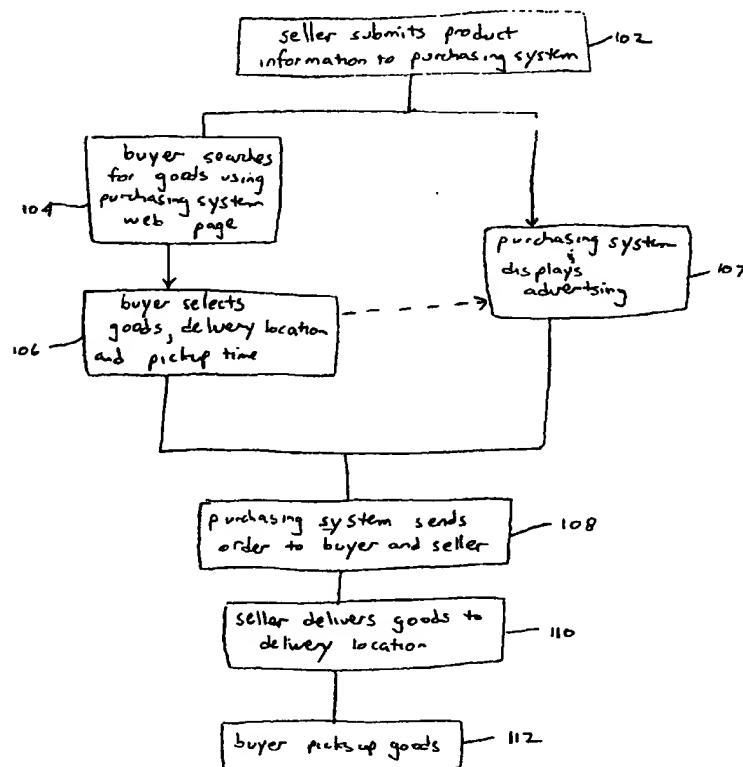
(57) Abstract: A computer-implemented purchasing system enables a buyer to select from multiple products offered by multiple sellers with separate inventory systems. Each seller can designate one or more pickup locations, and when the buyer purchases a product, the buyer can select one of the pickup locations (106). Then the purchasing system provides an order report to the seller identifying the selected goods and pickup location (108). The selected pickup location can be an intermediate location that differs from locations where the seller maintains a regular inventory and from any of the buyer's primary addresses. Cross-geographic advertising can be displayed on the web page based on the buyer's selection of a pickup location.

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